Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM134	Introduction To Communication Jobs	2	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	The aim of this course is to introduce students to the current professions in the field of communication.
Content	Students will be able to recognize disciplines in the field of communication in general and to have knowledge of professional structures.
References	Wells, Moriarty, and Burnett, Advertising: Principles and Practice, Prentice Hall, USA, 2011. Seitel, F., The Practice of Public Relations, Global Edition, 13/E, Pearson, 2017. Anderson, Downie, Schudson, The News Media: What Everyone Needs to Know, Oxford University Press, 2016. Honthaner, The Complete Film Production Handbook, Fourth Edition, Focal Press, 2010.

Theory Topics

Week	Weekly Contents
1	Overview Of Advertising Professions
2	Strategic Planning Department
3	Creative Dapartment
4	Media Planning
5	Overview of PR professions
6	Corporate Communication Departmant
7	Midterm
8	Overview of RTC Professions
9	Director
10	Producer
11	Overview of Journalism Professions
12	Newspaper Editor
13	Entrepreneurship
14	CV writing techniques